



# FREE CONCERTS IN PUBLIC SITES

## Guidelines for Presenters

### May through October, 2008

Due: March 5, 2008

#### GENERAL INFORMATION

---

Since 1968 the Los Angeles County Arts Commission has been sponsoring free concerts at community venues throughout Los Angeles County to provide access to quality music programming representing the diversity of County residents. The Arts Commission provides funds to cover musician's fees for the program at a rate comparable to the American Federation of Musician's pay scale for free concerts. Free Concert Presenters are responsible for communicating all information to the Arts Commission and musicians, coordinating all necessary logistics, marketing the event, and effectively drawing the audience size as proposed in the application. Other Presenter responsibilities are listed in the Program Requirements section.

Please read through these guidelines before opening an application.

#### APPLICATION TIMELINE

---

Application Available Online: January 23, 2008

Application Deadline: March 5, 2008

Concert Dates: May 2008—October 2008

#### eGRANT

---

All applications are electronic via eGRANT. The eGRANT system will make it easier for you to fill out the application and improve the accuracy of information. Applications are accessible through the Los Angeles County Arts Commission website, [www.lacountyarts.org/free.html](http://www.lacountyarts.org/free.html). Organizations that have already registered and opened other applications can login to eGRANT using their same password and login and contact information will transfer into a newly opened application.

Early submission is strongly recommended as staff monitors applications and can provide assistance if needed.

#### APPLICATION ELIGIBILITY

---

You can apply for a concert if you represent a

- Park
- Library
- Hospital
- Juvenile Hall
- Probation Camp
- Arts Organization
- Civic Center
- Senior Citizen Center
- Non-profit Performance Venue

Los Angeles City agencies are not eligible to apply for funding through the Los Angeles County Arts Commission. If you represent an agency of the City of Los Angeles, please contact the City of Los Angeles Cultural Affairs Department at (213) 473-7700 to inquire about their free concerts program.

Organizations generally receive one concert per season. If surplus funds are available, the Arts Commission will consider more than one proposal from presenters with an established festival or concert series.

#### Ineligible Organizations and Groups

Chambers of commerce, for-profit, religious, political, and private groups are not eligible. Concerts may not be used for testimonials, proms, mixers, class reunions, commencement exercises, award functions, seminars or workshops, individual instructions or clinic-type performances, at blood donors' clinics,

political events (including rallies, parades, meetings, conventions, social functions or celebrations), or sectarian or ecumenical religious services.

Events taking place on school campuses where K-12 students are the primary audience are not eligible for Free Concert funding. School representatives and educators are encouraged to visit [www.LAArtsEd.org](http://www.LAArtsEd.org) for vetted arts education programs.

Music groups are not eligible to submit presenter applications, as it is considered a conflict of interest.

## **PROGRAM REQUIREMENTS**

---

By submitting a Free Concerts in Public Sites application, the organization's contact agrees to the following conditions:

### **Concert Requirements:**

Performances must be free and open to the general public. There may not be an admission charge or condition of admittance, including the purchase of food. There may not be donations or fundraising, before, during or after the performance (including raffles). There can be no commercial advantage gained from the performance.

### **Musician Requirements:**

All organizations must select musicians/groups from the Musicians Roster. Returning presenters must request a different group than the one that performed at their last approved concert. Approved concert presenter contacts are directly responsible for all communications and logistical coordination with musicians, except contracts and payments, which are administered by the Arts Commission.

### **Changes and Cancellation Requirements:**

Any proposed changes to an approved concert (e.g. date, time, etc.) must be cleared with the Arts Commission in advance. Cancellations of concerts must be made at least 28 days in advance of the approved concert date when a music group has been booked for the event. It is the presenter's responsibility to notify both the Arts Commission and the music group leader. Failure to do so may result in disqualification from future concert eligibility. Cancellations due to weather issues for outdoor events are excluded.

### **Equipment Requirements:**

Presenters must provide sound equipment appropriate for the number of musicians requested, the size of the venue, and anticipated audience. Some music groups are able to provide a P.A. system- this information will be listed under the "Additional Equipment Available" section in the listing on the Musicians Roster. However, many of these systems are not appropriate for large outdoor concerts. Your organization will need to be prepared to supplement or provide an audio system that will be suitable for your event. For more information about your venue's audio needs, you may contact the Ford Theatre Production Manager, Arthur Trowbridge, at (323) 856-5785.

### **Application Submission Requirements:**

All presenters are required to submit a final report and evaluation of the concert using the posted Free Concert Final Report document on the Arts Commission's website. Approved concert presenters will be provided with more information about the final report during the notification and contract phases of the program.

### **Prohibition of Broadcasts and Rebroadcasts:**

Live television/radio broadcast or audio/video taping of any kind is prohibited.

## Acknowledgement of County's Contribution:

The Arts Commission must be credited in all spoken, printed and broadcast publicity. Failure to comply with this requirement will jeopardize future eligibility for this program. You may download the Arts Commission logo for use by all approved presenters on all promotional publications at [www.lacountyarts.org/free.html](http://www.lacountyarts.org/free.html).

All Free Concerts in Public Sites may be visited by a staff member of the Arts Commission to ensure all proposed criteria are met.

## APPLICATION PROCEDURE, SELECTION and NOTIFICATION

---

Funds for concerts are granted on a competitive basis. The concert must be the main attraction of the event. Other selection criteria that you should consider while completing the application are:

- Anticipated audience size relative to the number of musicians requested
- Ability of presenter to provide effective production and marketing support, such as exhibiting a history of successful event producing and audience building
- Geographic distribution of concerts throughout Los Angeles County

### Application Procedure:

**NEW APPLICANTS:** Please follow these steps to register with eGRANT before opening an application.

1. You can register by going to eGRANT at <http://lacountyarts.egrant.org/> (or you can click on the animated "E" box at [www.lacountyarts.org/free.html](http://www.lacountyarts.org/free.html) which will take you to the Arts Commission eGRANT Welcome page).
2. Click on the "Go" applicants link.
3. On the next page you are directed to, select the "Register" button.
4. Complete all the information on this page, scroll to the bottom and click on the "Save and Proceed" button.
5. On the next page you can confirm or edit your registration information. Once you confirm your registration information, you will get an automated email verifying you have successfully set up your applicant profile. (Please note: the registered contact person should be the person who completes the application and is the party responsible for coordination of the proposed concert. Please do not share registration information with people in your organization who may be applying for other programs at the Arts Commission, such as OGP and Internship. In these instances, it is best to set up separate registrations for the same organization.)

**RETURNING APPLICANTS:** Use your existing Free Concerts application Login Name and Password for your organization. If you have forgotten your information, please contact the Arts Commission at 323.769.2188 for assistance. You can update your registration information at any time by logging into eGRANT and selecting the menu item Applicant Profile from the top of the screen window.

### To Open A Free Concerts Presenter Application:

Click on "Go" applicants link, which takes you to another page where you will log in to eGRANT by entering your Login Name and Password, then clicking the "Login" button. You should then see a page that says "Welcome" and your organization's name. Scroll down the page to a Pull Down Menu that says "Create a New Application," and select Free Concerts – Presenter Period 1 and click the "Go" button. Your page will refresh and you will see something like this Sample Image below:

08/09 Free Concerts - Presenter First Period

Application 3/5/2008 3:59:59 PM WORKING



To open the application, select the “Edit” button. This action will take you to your application, which consists of five parts:

1. **Instructions Page:** Please read these instructions before proceeding to ensure no information you enter is lost. When completing this application, please do not enter data using “ALL CAPS” or “all lower case.”
2. **Organization Profile:** This page consists of general information about your organization, the group/band you desire (see the Musicians Roster section for more information), the audience you expect and the equipment you have available.  
County Supervisorial District Information: To determine County Supervisorial district information go to <http://www.lavote.net/district/> or call (562) 462-2748.  
Group/Band Desired: All musicians must be selected through our Musicians Roster (see Musicians Roster section below for more information).
3. **Narratives:** On this page you: describe the proposed program in detail, how you will market/publicize the event, where and to whom the musicians report upon arrival, and list additional information about your presenting organization. You will also supply information about your organization’s level of producing experience and what concert series and audiences you already have established.
4. **View/Print Application:** When the application is complete, go to this page to preview and review your proposal. If you are satisfied with it, print one copy for your records.
5. **eGRANT Submission:** The final step of the application is to submit it. When you are ready to submit, go to this section of the application and click on the “Submit My Application” button. Once you have submitted the application you are unable to edit or add information. Until you complete the final step of the application, you are able to log off and log in again. Your information will be saved if you follow all the instructions, and you will be able to add to or edit your application as long as its status is “Working,” (see Sample Image on page 2) which means you have not clicked the “Submit” button.

### **Musicians Roster Selection:**

The Musicians Roster is a convenient resource for presenter applicants to search and select artists to perform in the Free Concerts in Public Sites program. It is accessible from the Arts Commission’s website, [www.lacountyarts.org/musicians\\_roster.html](http://www.lacountyarts.org/musicians_roster.html). The roster is searchable by key words, style of music, or group name, and includes audio clips, a brief description of the group’s music style, a photo, contact information, a range of numbers of musicians, and – when applicable – a link to the group’s website. All organizations applying to this program for musicians’ fees are required to select musicians/groups from the Musicians Roster.

Roster artists are eligible to perform up to 3 concerts per year. This limitation may be waived for certain groups in music genres with limited choices. Returning presenters must request a different group than the one that performed at their last approved concert.

On the Musicians Roster, you will see a range of number of musicians available for various lineups of a given band. There is no minimum required number. However, there is a suggested maximum number of musicians, based on venue size, budget limitations, and communities/districts served. Follow the guidelines below when requesting your group and its size:

<b><u>Number of Audience Members</u></b>	<b><u>Number of Musicians</u></b>
50-150	1-3
150-499	3-5
500 and up	5 and up

When selecting groups, please enter the number of musicians as listed on the Roster and make sure the available range of musicians for your group falls into the recommended size based on your estimated

audience size. For instance, if you are a library looking for a duo, look at the Roster listing under “Number of Musicians” and make sure their minimum amount is at least 2. If not, please select another group that can perform as a duo. The Arts Commission will make the final determination of group size approved for each concert.

Exceptions can be made to audience ratio, based on special circumstances and events and underserved communities reached. Any applicants requesting a group whose size exceeds the recommended range for their audience size, and all applicants requesting groups of 7 or more in a lineup are strongly encouraged to make a compelling case for their event in the description section of the application.

### **Notification:**

You will be notified of the status of your application via email approximately 3-4 weeks after the published deadline.

### **QUESTIONS**

---

For any questions about this program or application process, please contact Public Events Coordinator, Heather Rigby at [hrigby@arts.lacounty.gov](mailto:hrigby@arts.lacounty.gov) or (323) 769-2188.